This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

Claim 1 (Previously Amended): A system for generating an advertisement optimized for two or more persons located at a public location, said system comprising:

means for obtaining visual images of two or more persons while engaged in a common activity at a public location;

processing means for contemporaneously receiving said obtained visual images, collecting physical characteristics data of said two or more persons based on said received data, and extracting physical characteristics that are common among said two or more persons from said collected data while said two or more persons are at the public location;

means for generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common physical characteristics for said two or more persons at said public location; and,

means communicable with said processing means for transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

Claim 2 (Previously Amended): The system as claimed in Claim 1, further including database memory including data relating to: said two or more said persons in said group, said persons data including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said processing means collecting data by querying said database memory for

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identifying two or more persons at said location.

Claim 3 (Previously Amended): The system as claimed in Claim 2, wherein said two or more persons at said location perform a product purchasing transaction, said obtained data including products/services and corresponding process as chosen by said two or more persons, said collected data including data relating to common products being purchased at the location.

Claim 4 (Previously Amended): The system as claimed in Claim 3, wherein said collected data includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

Claim 5 (Previously Canceled).

Claim 6 (Currently Amended): The system as claimed in Claim 5 2, wherein said means for obtaining data relating to physical characteristics includes means for obtaining biometric data of said two or more persons.

Claim 7 (Previously Amended): The system as claimed in Claim 2, wherein said means for obtaining data relating to two or more persons includes means for obtaining data relating to behavioral characteristics of said two or more persons, said collected data including data relating to a common activity performed by two or more persons at said location.

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Claim 8 (Previously Amended): The system according to claim 4, wherein said processing means further comprises means for classifying obtained data according to predetermined · criteria and generating classification data, said classifying means classifying data according to two or more criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of products involved in a current transaction, and prices of products involved in a current transaction.

Claim 9 (Original): The system according to Claim 8, further including means for relating current obtained data of an identified person to categories of products and services obtained from prior purchase transactions for said identified person and generating relation data, said system including means for updating data relating to said persons in said database memory with said classification data and said relation data.

Claim 10 (Original): The system according to claim 8, wherein said means for generating an advertisement includes means for selecting an optimized advertisement from said advertisements contained in said database memory.

Claim 11 (Previously Amended): The system according to Claim 10, wherein said processing means further includes:

means for associating products/services with said common personal characteristics of said two or more persons; and,

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means for ranking suitable products/services for advertisement according to said common personal characteristics, said selecting means selecting an optimized advertisement according to said ranking.

Claim 12 (Original): The system according to Claim 10, wherein said selecting means further including means for further initiating creation of a new advertisement through use of said products/services data when an optimized advertisement selection is not available.

Claim 13 (Original): The system according to Claim 1, wherein said means for obtaining data further includes input/output devices and a network interface for communicating said optimized advertisement over a network to said communication device.

Claim 14 (Original): The system according to Claim 11, wherein said network includes the Internet.

Claim 15 (Original): The system according to Claim 1, wherein said communication device includes one of: a television monitor, a digital display device, a loud speaker device, an electronic billboard device, a printed sales receipt.

Claim 16 (Currently Amended): A method for generating an advertisement optimized for two or more persons located at a public location, said method comprising the steps of:

      a) obtaining visual images of two or more persons while engaged in a common

activity at a public location;

b) collecting physical characteristics data of said two or more persons based on said obtained visual images while said two or more persons are at the public location;

c) extracting a physical ~~characteristics~~ characteristic that ~~are~~ is common among said two or more persons from said collected data and associating products and services for advertisement with said common physical characteristic while said two or more persons are at the public location;

d) generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common physical characteristic for said two or more persons at said public location; and,

e) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

Claim 17 (Previously Amended): The method as claimed in Claim 16, further including the step of: storing data in a database memory, said data relating to: said two or more said persons in said group, said persons data including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said collecting data step b) including the step of querying said database memory for identifying two or more persons at said location.

Claim 18 (Previously Amended): The method as claimed in Claim 17, wherein said two or

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more persons at said location perform a product purchasing transaction, said obtained data relating to products/services and corresponding process as chosen by said two or more persons, wherein said collected data includes data relating to common products being purchased at the location.

Claim 19 (Previously Amended): The method as claimed in Claim 18, wherein said collected data for each said two or more persons includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

Claim 20 (Previously Canceled).

Claim 21 (Currently Amended): The method as claimed in Claim ~~20~~ 17, wherein said step of obtaining data includes obtaining biometric information data of said two or more persons.

Claim 22 (Previously Amended): The method as claimed in Claim 17, wherein said step of obtaining data further includes obtaining data relating to behavioral characteristics of said two or more persons, said method further including associating products and services for advertisement with a common activity performed by two or more persons at said location.

Claim 23 (Previously Amended): The method according to claim 19, wherein said

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collecting step further includes the steps of classifying obtained data according to predetermined criteria and generating classification data, said predetermined criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of products involved in a current transaction, and prices of products involved in a current transaction.

Claim 24 (Original): The method according to Claim 23, further including the steps of:

relating current obtained data of an identified person to categories of products and services obtained from prior purchase transactions for said identified person and generating relation data; and,

updating data relating to said persons in said database memory with said classification data and said relation data.

Claim 25 (Original): The method according to claim 23, wherein said generating step d) further includes the step of selecting an optimized advertisement from said advertisements contained in said database memory.

Claim 26 (Previously Amended): The method according to Claim 25, further including the step of ranking suitable products/services for advertisement according to said common personal characteristics of said two or more persons, said selecting step selecting an optimized advertisement according to said ranking.

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Claim 27 (Original): The method according to Claim 25, wherein said selecting step further includes the step of initiating creation of a new advertisement through use of said products/services data when an optimized advertisement selection is not available.

Claim 28 (Original): The method according to Claim 16, wherein said optimized advertisement is transmitted to a communication device via a network.

Claim 29 (Previously Amended): A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating an advertisement optimized for two or more persons located at a public location, the method steps comprising:

a) obtaining visual images of two or more persons while engaged in a common activity at a public location;

b) collecting physical characteristics data of said two or more persons based on said obtained visual images while said two or more persons are at the public location;

c) extracting a physical ~~characteristics~~ characteristic that ~~are~~ is common among said two or more persons from said collected data and associating products and services for advertisement with said common physical characteristic while said two or more persons are at the public location;

d) generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common physical characteristic for said two or more persons at said public location; and,

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e) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

Claim 30 (Previously Amended): The program storage device as claimed in Claim 29, wherein the method steps further includes the step of: storing data in a database memory, said data relating to: said two or more said persons in said group, said persons data including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said collecting data step b) including the step of querying said database memory for identifying two or more persons at said location.

Claim 31 (Previously Amended): The program storage device as claimed in Claim 30, wherein said two or more persons at said location perform a product purchasing transaction, said obtained data relating to products/services and corresponding process as chosen by said two or more persons, wherein said collected data includes data relating to common products being purchased at the location.

Claim 32 (Previously Amended): The program storage device as claimed in Claim 31, wherein said data collected for each said two or more persons includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

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Claim 33 (Previously Canceled).

Claim 34 (Currently Amended): The program storage device as claimed in Claim ~~33~~ 30, wherein said step of obtaining data includes obtaining biometric information data of said two or more persons.

Claim 35 (Previously Amended): The program storage device as claimed in Claim 30, wherein said step of obtaining data further includes obtaining data relating to behavioral characteristics of said two or more persons, said program storage device further including associating products and services for advertisement with a common activity performed by two or more persons at said location.

Claim 36 (Previously Amended): The program storage device according to claim 32, wherein said collecting step further includes the steps of classifying obtained data according to predetermined criteria and generating classification data, said predetermined criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of products involved in a current transaction, and prices of products involved in a current transaction.

Claim 37 (Original): The program storage device according to Claim 36, wherein said method steps further includes the steps of:

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relating current obtained data of an identified person to categories of products and

services obtained from prior purchase transactions for said identified person and generating

relation data; and,

updating data relating to said persons in said database memory with said

classification data and said relation data.

Claim 38 (Original): The program storage device according to Claim 36, wherein said

generating step d) further includes the step of selecting an optimized advertisement from

said advertisements contained in said database memory.

Claim 39 (Previously Amended): The program storage device according to Claim 38,

wherein said method steps further includes the step of ranking suitable products/services for

advertisement according to said common personal characteristics of said two or more

persons, said selecting step selecting an optimized advertisement according to said ranking.

Claim 40 (Original): The program storage device according to Claim 38, wherein said

selecting step further includes the step of initiating creation of a new advertisement through

use of said products/services data when an optimized advertisement selection is not

available.

Claim 41 (Original): The program storage device according to Claim 29, wherein said

optimized advertisement is transmitted to a communication device via a network.